

**Washington State/Rio de Janeiro Conference on U.S/Brazilian Studies**  
**Norman Worthington Center**  
**St. Martin's College (as prepared)**

*Lieutenant Governor will welcome delegates from WA State and Rio de Janeiro and talk about the significance of building a strong relations between WA State and Brazil.*

*The audience consists of representatives from higher educational institutions in WA State and Brazil. The goal of the conference is to promote educational, cultural and student exchange between the two regions. The topic of promoting trade between the two regions is also of interest to the delegates as many of them work with business leaders in their community.*

Thank you, Dr. Heynderickx. It is always a pleasure to be here on the beautiful campus here at St. Martin's University.

The conference is the result of a new flame that has been kindled between Brazil and the state of Washington. It is a flame, as we know, that keeps getting brighter and brighter each year. I was in Rio de Janeiro several years ago, along with Sao Paolo and Curitiba, and saw for myself what remarkable things were going on there. We looked at aerospace, learned about the development of alternative fuels leading to self-sufficiency for energy use. In Curitiba, we saw remarkable examples of advanced urban planning. It was an eye-opening and very enjoyable mission.

Today is about our increasingly important relationship with Brazil and hopefully new ways we can connect the state of Washington with more and mutually beneficial educational exchanges with our friends in South America. It is also about ways we can work more closely together on expanding trade and commerce.

I would like to welcome delegates from the nine universities who are represented here as well as representatives from the 20 colleges and universities from Washington who are in the room. I would also like to note the presence of the Honorable Pedro Costa, Consul of Brazil in Seattle, Senator Karen Fraser and Schuyler Hoss, director of international relations and protocol for Governor Jay Inslee.

When I was in Brazil in 2006 we took a tour of the production facilities of the rapidly growing Embraer Air. I left very impressed, and at the time I thought that this aircraft company would soon emerge as a strong competitor to the Boeing Company, particularly the Boeing 737 jetliner. Today in fact Embraer Air has emerged as competing with Canada's Bombardier for the title of third largest airplane producer in the world, making a solid line of corporate and regional jets including the E195 that carries up to 122 passengers.

We can look at this potential competition in a couple of different ways. Sure there may be some potential encroachments on our world markets, but there are also opportunities for the network of aerospace companies in Washington to collaborate with each other on various products and technologies and make this a win-win for both regions.

For instance, Alaska Air has recently been experimenting with so-called "green" jet biofuels. Brazil has practically cornered the market on biofuels made from sugarcane and other plants common there, and is reaching out to Boeing and other markets to expand the aviation marketplace for these sustainable fuels.

Sharing technology and product development takes a lot of expertise and, as everyone here knows, the kind that can only be obtained through higher education, especially in the STEM disciplines.

We can look at Brazil's Scientific Mobility Program, which is sending thousands of undergraduate students to study abroad at universities around the world, including the University of Washington and other schools in our state, as a platform for knowledge and collaboration. We can look at the Center for Brazilian Studies at the University of Washington at Tacoma as an opportunity to expand our own student knowledge of Brazil with the idea of encouraging new understanding and collaboration between our regions.

We know that Brazil has invested heavily in education over the past dozen or so years and now can count 80 million of its population of 200 million as being enrolled in some primary or secondary level of education. This investment is certainly paying off already in big ways.

The advancement in educational priorities also makes Brazil a very attractive location for Washington students to study. This was encouraged in January by President Obama's signature education initiative, "100,000 Strong in the Americas" that sets a goal of increasing the number of U.S. students studying in Latin America and the Caribbean to 100,000, as well as boosting the number of Latin American and Caribbean students studying in the U.S. to 100,000. Let's work toward getting more of these students come here to study.

We can do this with the direct support of the REARI-RJ, the network of 11 universities in Rio represented here today by network president Cristina Russi, professor at the Universidade do Estado do Rio de Janeiro.

Brazil is also investing heavily in biotechnology and technology in general. This also leads to new opportunities to collaborate and join with Washington state companies as those are two areas where we excel too.

In fact an estimated 5,000 employees at Microsoft in Redmond, as well as Boeing and Amazon are Brazilian-born. Microsoft recently listed the Brazilian-based Allen Company as one of its top three "most competent" partners. We are pleased that most of the larger companies based in the state of Washington have operations in Brazil, further solidifying our economic ties there. I know the Trade Development Alliance of Greater Seattle and other organizations are already hard at work on increasing these ties.

As an example, the brother of one of my staff members works for a small company in Seattle that counts Microsoft among its many clients. The company specializes in helping to improve the user experience of people using their clients' products. My staff member's brother just returned from Sao Paulo this week as part of a project to help with market research so that Microsoft engineers can design better computer systems used in Brazil. Just as here, the technologies in Brazil are moving more toward the mobile, hand-held market.

One of the things he noted was how much more expensive personal computers are in Brazil due to tariffs, almost twice the cost of similar computers sold in the United States. Perhaps the tariff issue is an area that can be addressed so that we can engage in more technology-related commerce with Brazil.

The attention that the world will cast on Rio leading up to and during the 2016 Olympics surely will bring with it some great new opportunities in commerce and education as well. For that and many other reasons I have covered this is simply a good time to deepen our own ties there.

Washington state now, more than ever before, is working on tighter trade alliances with all of the BRIC economies. BRIC of course being an acronym coined by Goldman Sachs in 2001 standing for Brazil, Russia, India and China. We are a state very reliant on international trade and our relationships with these countries are a big part of our future. Of these four I believe Brazil has the greatest potential for new opportunity and investment.

Beyond that, let's continue to work together in education, business and all aspects to partner together whenever we can. As a result of these partnerships we want that flame that burns both in Rio and in the state of Washington to continue to grow and glow like never before.

I believe that a strong benefit of expanding our relations is to increase mutual understanding and respect. By reaching out to the world, by sharing commerce, dreams, goals, culture and education, we also make deep and lasting friendships. A natural outcome of this improved understanding is the achievement of a more peaceful world.

So today is a continuation of some of the important dialogue that has been going on for years with our friends in Brazil. I hope it leads to the building of new paths and collaboration, especially in the area of more educational exchanges between our state and Brazil.

I know there are many other speakers today so I will end by saying simply Viva Brazil and Viva state of Washington! May you have a great day of learning together and I wish you every success.